

AMA'S RESEARCH AND DEVELOPMENT DIVISION ANNOUNCES
NEW SESSIONS OF ITS COMPREHENSIVE COURSE —

**FUNDAMENTALS OF
NEW PRODUCT PLANNING
AND DEVELOPMENT**

May 22-26, 1967

New York City

AMERICAN
MANAGEMENT
ASSOCIATION



HOW CAN YOU PLAN FOR A PRODUCT THAT DOESN'T EXIST?

Ten years from now you'll be making products that don't exist today. You'll be using processes and materials that have not yet been invented — selling to industries and markets not yet developed.

Where are the ideas for these products to come from? How can you predict the needs and demands of the future? How can you organize your company's resources to meet these needs? How can you avoid product failures? How will you handle more diversified product lines — in a truly international market? These are a few of the questions you'll have to answer. But you can't wait ten years — or even two. The decisions you make *now* will vitally affect your company's future profits and growth. To help you make the right decisions — and make them more easily — AMA is scheduling a new session of its comprehensive five-day Course: **FUNDAMENTALS OF NEW PRODUCT PLANNING AND DEVELOPMENT.**

At these sessions you can learn the basic concepts, practices and techniques that have produced new product successes and steady corporate growth for many of industry's leaders. No matter what your specialized management field, the Course will provide you with a solid framework for action in evaluating the demands of future markets and establishing and executing sound, profit-oriented long-range objectives.

From product idea to actual production and distribution, the new product program will be thoroughly analyzed by recognized experts. You'll observe techniques you can use to analyze existing product programs and size up their strengths and weaknesses. You will explore ways to encourage a flow of new product ideas . . . examine a step-by-step program for executive action on the ideas . . . hear how you can take effective preventive measures against product failure . . . and study ways to dovetail your new product program with long-term corporate objectives.

Through illustrated case studies and round-table sessions you will be able to coordinate the presentations with your own particular new product program. The end result will be to provide you with fresh insights on how you can avoid common pitfalls and maximize your chances of product success. *Look the outline over carefully, then register by filling out and returning the clip-out card.* Or, for immediate confirmation of your reservations, simply wire or phone AMA's Course Registrar in New York City.

Leaders and Speakers Include:

NORMAN AVRUTIN
Director of Product
Development
Toscony-Kayetex Plastics
Division
Stauffer Chemical Co.

REGINALD A. BATES
Senior Project Engineer
Pass & Seymour, Inc.

FRANK J. GAFFNEY
Technical Director &
Director of Corporate
Product Planning
North American Philips Co.

PETER C. HERALD
Vice-President, Specialty
Chemicals
Sun Chemical Co.

MACK HANAN
President
Hanan & Son

ROBERT E. LACROIX
Director, Product Transition
Laboratory
Westinghouse Electric Corp.

GERHARD C. STOLL
Director, Advanced Product
Analysis
Whirlpool Corp.

T. ULEMAN
Director, Commercial
Research & Development
Pittsburgh Plate Glass Co.

ELMER E. WATERS
Supervisor, Product Planning
M & T Chemicals, Inc.

RICHARD WELLBROCK
President
New Jersey Machine Corp.

FUNDAMENTALS OF NEW PRODUCT PLANNING AND DEVELOPMENT

Course #7521-19

AMA Headquarters, New York City

May 22-26, 1967

COURSE OUTLINE

FIRST DAY — DETERMINING PRODUCT NEEDS

- I. ANALYZING CURRENT STRENGTHS AND WEAKNESSES, PLANNING PROFITABLE FUTURE PROGRAMS
 - A. Corporate Planning
 1. Growth objectives
 2. Guides for new product programs
 - B. Determining Product Needs
 1. Analysis of present portfolios
 2. Defining opportunities, goals, and criteria
 3. Developing future product strategy

SECOND DAY — DEVELOPING PROFITABLE IDEAS

- II. STIMULATING THE STEADY FLOW OF PROFITABLE NEW PRODUCT IDEAS
 - A. Identifying and Evaluating Sources
 - B. Generating New Product Ideas
 - C. Screening, Evaluating and Testing
 - D. Promoting the Continuous Input of New Product Ideas

THIRD DAY — PLANNING AND IMPLEMENTING PRODUCT PROGRAMS

- III. ORGANIZING THE RESOURCES WHICH ASSURE THAT NEEDS AND TARGETS ARE MET
 - A. Developing Programs That Meet Objectives
 1. Scope of new product plans
 2. Support and direction required
 3. Essential information and analyses
 4. Schedules, controls, legal aspects, other aspects

- B. Importance of Various Functions in Achieving Sound Results
 1. Internal functions
 2. External functions

FOURTH DAY — CIRCUMVENTING PRODUCT FAILURE

- IV. DEVELOPING A BETTER UNDERSTANDING OF PREVIOUS UNCERTAINTIES, RISKS, AND ERRORS
 - A. Why Products Have Failed in the Past
 - B. Trends That Affect New Product Policies and Decisions
 - C. Key Factors to Consider
 1. Definition of objectives
 2. Planning and organization
 3. Control and evaluation
 4. Timing

FIFTH DAY — PLANNING FOR GROWTH

- V. ASSURING THAT PRODUCT PROGRAMS PROVIDE OPTIMUM FUTURE GROWTH
 - A. The Importance of New Product Decisions in Their Total Implications to Corporate Management
 - B. Operational Planning Criteria for New Products
 1. Future market and product studies
 2. Technological trends and technical capabilities
 3. Liaison with other key planning functions in the organization
 4. Relationship with top management

SOME COMPANIES WHOSE MANAGERS HAVE PARTICIPATED IN THIS COURSE:

Beckman Instruments, Inc.
Westinghouse Air Brake Co.
North Electric Co.
Olin Mathieson Chemical Corp.
Continental Can Co.
Stauffer Chemical Co.
Stewart-Warner Corp.
General Time Corp.
General Foods Corp.

The Faultless Rubber Co.
Weyerhaeuser Co.
Brunswick Corp.
The Stanley Works
United States Tobacco Co.
E. W. Bliss Co.
Riegel Textile Corp.
American Machine & Foundry Co.
Ford Motor Co.

ADVANCE SCHEDULE

Course Number
7521-61

Date
September 18-22, 1967

Location
La Salle Hotel, Chicago

AMERICAN MANAGEMENT ASSOCIATION, INC.

The American Management Association Building

135 West 50th St., New York, N. Y. 10020

Tel. (Area Code 212) JUDson 6-8100 (TWX 212-640-5279)

Please register the following executives for the indicated session of AMA's Course, FUNDAMENTALS OF NEW PRODUCT PLANNING AND DEVELOPMENT.

■ NAME

POSITION

COMPANY

STREET

CITY

STATE

ZIP

■ NAME

POSITION

COMPANY

STREET

CITY

STATE

ZIP

☐ PLEASE SEND
MEMBERSHIP INFORMATION

☐ CHECK ENCLOSED

CHECK ONE

☐ Course #7521-19
May 22-26, 1967
New York City

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American Management Association
The American Management Association Building
135 West 50th St., New York, N. Y. 10020

THEODOR H NELSON & WORLD
HABCOURTH AVENUE
NEW YORK, NY 10017

To Register — fill out and return the card. Or, wire or phone the Registrar at the address given. Registrations must be made in advance, and may be made up to the time of the meeting, subject to confirmation. Applicants should not come to the meeting without advance confirmation. Confirmed registrations cancelled later than two weeks before the meeting are subject to a \$25 service charge. Registrants whose applications have been confirmed and who fail to attend a meeting are liable for the entire fee unless they contact the Registrar prior to the meeting to cancel their reservations.

Hotel Accommodations — AMA does not arrange hotel accommodations. However, the following services are available to registrants. FOR THE MEETING SCHEDULED IN NEW YORK CITY: The Americana Hotel (7th Ave. at 52nd St.) will hold a limited number of rooms for registrants up to two weeks before your meeting starts. These rooms will be at either the Americana Hotel itself, or at the City Squire Inn (affiliated with the Americana) — both within one block of

the American Management Association Building. To take advantage of this service, act promptly to be sure of accommodations. Please contact the Americana Hotel directly for reservations. Mentioning AMA to assure preferred treatment. FOR THE MEETING SCHEDULED IN CHICAGO: The La Salle Hotel will hold a limited number of rooms for registrants. To take advantage of this service, act promptly to be sure of accommodations. Please contact the hotel directly for reservations, mentioning AMA to assure preferred treatment.

Registration Fees — The full fee is payable in advance and includes the cost of all luncheons and meeting materials.

Each five-day meeting AMA Members Nonmembers*
\$250 \$300

*Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

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